

# GSC Communication Strategy

## ACTIVITIES

## OUTCOMES

Share Stories  
Profile GSC successes  
Skater  
Coaches  
Sponsors  
Alumni  
Partners  
Launch GSC Brand Ambassadors

Skaters, alumni, volunteers maintain their involvement with GSC and support it throughout their lives.  
GSC known Nationally and Internationally for its excellence.

Call to Action: Register, volunteer, participate  
Membership feedback: Surveys, Focus Groups, Meetings, etc.

Increase:  
Enrollments, Volunteering, Sponsorships;  
Participation at events, meetings and surveys

Inform members and other stakeholders of GSC activities, programs and accomplishments

Members and other stakeholders have the required information to participate, sponsor or support GSC

